ABSTRACT OF THE DISCLOSURE

A content multicasting system is capable of quickly finding the location of a content to be multicast simultaneously. Contents to be simultaneously released are extracted on the basis of attribute information on contents, a location table in which location information on the extracted contents and their content identifiers are associated with each other is transmitted, and location information on the contents is acquired by searching the received location tables with priority. This arrangement enables each receiving apparatus, when it intends to find out the location of a content, to promptly know the location of the content by searching with priority among the received location tables, the location table consisting only of contents to be simultaneously released, and as a result concentration of attempted accesses to a transmitting apparatus can avoided.